ABSTRACT

An image processing apparatus is provided that can define the change amount of a quantizing parameter by suitably reflecting the complexity of image data in the case, when the quantizing parameter is increased a predetermined unit amount, the coarseness the image data of motion picture is quantized becomes r times. An activity computing circuit generates an activity $Nact_j$ serving as a complexity of the image data. A ΔQ computing circuit defines a corresponding relationship between activity $Nact_j$ and change amount data ΔQ such that the change amount data ΔQ of quantizing parameter increases 1 as the activity $Nact_j$ becomes 1.12 times, to thereby acquire change amount data ΔQ corresponding to the activity $Nact_j$ generated by the activity computing circuit.